

# CYBERSECURITY

Trends – Technologies – Defense Strategies

## Release dates:

April 16, 2026 w/ Netzwoche

April 22, 2026 w/ IT-Markt

May 06, 2026 w/ ICTjournal

**netzmedien**  
netzwoche IT-MARKT ICTjournal



VALID FROM JANUARY 1, 2026

## POSITIONING

Ransomware, cryptominer, DDoS attacks, phishing, skimming, social engineering, advanced persistent threats – the threats from cyberspace are omnipresent. Switzerland in particular, with its pharmaceutical, high-tech and financial industries, is a lucrative target for cybercriminals. But private individuals are also popular targets.

For the victims, the stakes are high. Private individuals can lose their assets – companies their capital and above all their reputation. It's no wonder that the IT security industry has become a billion-dollar business – and will continue to grow, according to market researchers. Especially Cloud Security and SASE are facing rosy times.

**The thematic publication «Cybersecurity» by «Netzwoche», «IT-Markt» and «ICTJournal» takes a comprehensive look at the topic. With author contributions from providers and users, it shows the current trends, lets prominent representatives have their say and reports on implemented projects. The publication addresses the B2B sector and also reaches the IT channel.**

**«Cybersecurity» is intended to show system integrators and resellers how they can assert themselves and be successful in the IT security industry.**

## TARGET GROUP

- C-levels at user companies or their ICT managers
- All ICT investment managers in Swiss companies with 50 or more employees.
- All providers and implementation partners of
  - hardware, software, services, networks, consulting services
  - System integrators
  - Value-added resellers
  - Value-added distributors
  - BPO and BPM providers
  - Associations
- Intermediaries such as IT consultants, ICT consultancies
- PR agencies
- Media

## MAIN TOPICS

- Cloud security
- Cyber defence
- Compliance
- Cryptominer
- Cybercrime-as-a-Service
- Data Protection/Privacy
- Endpoint Security
- GDPR
- Managed Security Services
- Mobile Security
- Ransomware
- Shadow IT
- Security in the IoT
- Swiss Cyber Security Days
- Trends and developments
- Zoarium of cyber threats

## EDITION 2026

PRINT			
	Netzwoche	IT-Markt	ICTJournal
<b>Release dates</b>	16.04.2026	22.04.2026	06.05.2026
<b>Editorial deadline</b>	16.03.2026		25.03.2026
<b>Adsdeadline</b>	31.03.2026		08.04.2026
<b>Circulation</b>	8000	7500	3000
<b>Paper</b>	PlanoJet, bright white FSC   Cover: 240 g/m2   Content: 120 g/m2		
<b>Format / Finishing</b>	A4 / adhesive binding		
<b>Distribution</b>	Supplement to Netzwoche, IT-Markt & ICTJournal (pers. addressed)		
	Individual dispatch		
	Special prints 500 / 1000 / 2000 Ex. or more on customer request		
<b>will be distributed at the following events:</b>	Connect Hausmesse, It-sa, Swiss Cyber Security Days		

ONLINE			
	netzwoche.ch*	it-markt.ch*	ictjournal.ch*
<b>Unique Users / month</b>	112 000		45 500
<b>Page Impressions / month</b>	182 000		88 000
<b>Newsletter subscribers</b>	10 000	3 300	3 800
<b>Release dates</b>	16.04.2026	22.04.2026	06.05.2026
<b>Editorial deadline</b>	16.03.2026		25.03.2026
<b>Delivery date</b>	31.03.2026		08.04.2026
<b>Duration</b>	Publication of the topic dossier permanently online on <a href="https://netzwoche.ch/specials">netzwoche.ch/specials</a> , <a href="https://it-markt.ch/specials">it-markt.ch/specials</a> & <a href="https://ictjournal.ch/specials">ictjournal.ch/specials</a>		
<b>Onlinemarketing</b>	Specials in the daily newsletter of Netzwoche , IT-Markt & ICTJournal and on their websites		

\* average data

Products	PR	No. of characters incl. blanc. min. – max.	Composition / Mass	Price							
				Print & Online 1 week «Partner Post» 1 week Newsletter Teaser			Online Only 1 week «Partner Post»			Content Creation (Reference value)	
				National CH	D-CH Netzwoche + IT-Markt	F-CH ICTJournal	National CH	D-CH netzwoche.ch OR it-markt.ch	F-CH ictjournal.ch		
Gatefolder 1/1 p. & 2/2 pp.	✓	–	195 x 297 mm (front) + Edge dropping of 3 mm 405 x 297 mm (interior) + Edge dropping of 3 mm	–	24 950 print only	–	–	–	–	–	
Ad 2nd cover page	✓	–	210 x 297 mm + Edge dropping of 3 mm	21 550 print only	15 850 print only	7 450 print only	–	–	–	–	
Ad 1/1 p.	✓	–	210 x 297 mm + Edge dropping of 3 mm	15 950 print only	11 850 print only	6 420 print only	–	–	–	–	
Ad 1/2 p. horizontal	✓	–	210 x 148 mm + Edge dropping of 3 mm	10 000 print only	7 570 print only	3 580 print only	–	–	–	–	
Advertorial 2/1 pp.	✓	7500–8000	Text, picture(s), company address + logo of customer	33 650*	24 750*	13 950*	7950**	6300**	3780**	2200	
Advertorial 1/1 p.	✓	3000–3800	Text, picture(s), company address + logo of customer	20 340*	14 950*	8 960*	7950**	6300**	3780**	1100	
Advertorial 1/2 p.	✓	1000–1500	Text, picture(s), company address + logo of customer	13 850*	10 550*	5 850*	7950**	6300**	3780**	770	
Success Story 2/1 pp.	✓	7500–8000	Text, picture(s), company address + logo of customer	14 600*	10 850*	7 950*	7950**	6300**	3780**	2200	
Company Profile 1/1 p.	✓	3000–3500	Text, picture(s), company address + logo of customer	9 500*	7 360*	4 950*	5 750**	3 350**	2 950**	1100	
Expert Interview 2/1 pp.	✓	7500–8000	Interview by editors	19 900*	13 950*	12 900*	15 250**	9 900**	9 900**	incl.	
Large Dossier 4/1 pp.	✗ ✓	7500–8000 + interview	1st page: Intro by editors 2nd + 3rd page: Expert Article from customer 4th page: Interview by editors (questions by mail)	16 750*	12 650*	10 850*	15 250**	9 900**	9 900**	3300	
Compact Dossier 2/1 pp.	✗ ✓	3000–3500 + interview	1st page: Expert Article from customer 2nd page: Interview by editors (questions by mail)	11 150*	8 550*	6 950*	7 750**	4 900**	4 900**	2200	
Expert Article 2/1 pp.	✗	7500–8000	Text, picture(s), author info from customer	11 200*	8 550*	6 950*	5 250**	3 350**	3 350**	2200	
Expert Article 1/1 p.	✗	3000–3500	Text, picture(s), author info from customer	8 700*	6 700*	4 690*	5 250**	3 350**	3 350**	1100	
<i>Performance-Kampagne with 555 guaranteed clicks</i>									<i>Book guaranteed views in addition to your online presence (min. booking CHF 2000.–)! We play your native text ad in our news network (e.g. nzz.ch, tagesanzeiger.ch, handelszeitung.ch) by means of retargeting, on external news pages and guarantee you 555 clicks. +/- 300 000 Ad Impressions (CPM à CHF 5.55)</i>		<i>1998.– each additional view: 3.60</i>

\* All crossmedia appearances are incl. 1 week «Partner Post» on the website + 1 week newsletter teaser and are placed either on netzwoche.ch (D-CH) OR it-markt.ch (D-CH) OR ictjournal.ch (F-CH)

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[All author information with layout and online examples can be found here!](#)

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Placement surcharge: +20%  
AC for those entitled to commission  
on advertising value: 5% print, 5% crossmedial,  
5% online

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D-CH: desk@netzmedien.ch  
F-CH: redaction@ictjournal.ch

Data valid from 01.01.2026  
GTC: netzmedien.ch/agb  
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